

## **Lifeway Foods Announces Expanded Distribution to Include Convenience Store Giant 7-Eleven**

**Morton Grove, IL—December 9, 2009**—Lifeway Foods, Inc., (NASDAQ: LWAY), makers of a nutritious, probiotic dairy beverage called Kefir, announced today that they will be expanding their distribution channels to include the expansive 7-Eleven convenience store chain. The shipments will begin on December, 9, 2009, and will include 6 flavors of Lifeway's 8 ounce "Grab n' Go" bottles, all three flavors of the children's favorite "Probugs"™, and the 3 varieties of Lifeway's Probiotic Kefir Wellness Bars. Lifeway has also developed an aggressive in-store marketing campaign to educate consumers to the benefits of probiotics and Kefir. This marketing campaign will include devices such as: shelf talkers, in-store promotional advertising, and other marketing materials at the point of sale.

This is yet another avenue for Lifeway Foods to reach the masses offering convenient locations to purchase Kefir and other healthy products throughout the greater Chicagoland area. The distribution will begin with about 275 stores, and product is expected to hit the shelves Friday, December 11.

Julie Smolyansky, CEO, commented, "We are very excited by our first major entry into this new convenience store distribution channel. We hope that following the successful launch in the Chicagoland area, we can expand the convenience store distribution nationwide starting in mid 2010."

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### **About Lifeway Foods**

**Lifeway Foods, Inc., recently named one of Fortune Small Business' Fastest Growing Companies for the 4th consecutive year, is America's leading supplier of the cultured dairy product known as Kefir, and America's sole supplier of Organic Kefir. Lifeway Kefir is a dairy beverage that contains 10 exclusive live and active probiotic cultures. While most regular yogurt contains only two or three of these "friendly" cultures, Lifeway Kefir products offer even more nutritional benefits. Lifeway produces 12 different flavors of its drinkable Kefir and Organic Kefir beverage, and recently introduced a series of innovative new products such as a children's line of Organic Kefir products called ProBugs (TM) with a no-spill pouch and kid-friendly flavors like Orange Creamy Crawler, Goo Berry Pie, and Sublime Slime Lime. In addition to its line of Kefir products, the company produces a variety of probiotic cheese products, and a line of products marketed in US Hispanic communities called La Fruta Drinkable Yogurt (yogurt drinks distinct from Kefir).**

**This news release contains forward-looking statements. Investors are cautioned that actual results may differ materially from such forward-looking statements. Forward-looking statements involve risks and uncertainties including, but not limited to, competitive pressures and other important factors detailed in the Company's reports filed with the Securities and Exchange Commission.**